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Marketing FOOD in Alberta

an access directory

Alberta
AGRICULTURE

1987

THIS DIRECTORY — WHAT'S IN IT FOR YOU

MARKETING — SOME HELPFUL INFORMATION

THE BUYERS — WHO THEY ARE AND HOW THEY DO BUSINESS

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM

BROKERS — HOW TO SELECT AND WORK WITH THEM

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

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THIS DIRECTORY — WHAT'S IN IT FOR YOU

The key for you to successfully market your food product in Alberta is to know this complex marketplace well, including its distribution channels, buyer expectations, key contacts and industry procedures. This knowledge will enable you to build and maintain a base of satisfied customers and a flourishing competitive business.

This directory is designed to assist you in better knowing the Alberta marketplace and to achieve your marketing objectives. It is aimed at providing information for manufacturers entering the market for the first time or wishing to expand product lines within Alberta. It is not intended to be an exhaustive study on the subject, rather a reference and a check-list of information which was provided by the trade.

The Alberta Food Processors Association retail and foodservice committees provided advisory counsel to the production of this directory.

This edition was revised in December, 1986.

DID WE MISS SOMETHING?

Compiling a resource directory is an on-going business. Revisions must be made regularly to keep this information current. This can only be accomplished with input from all sectors of the industry.

If something has been overlooked, please let us know. Direct inquiries to:

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
7000 - 113 Street
EDMONTON, ALBERTA T6H 5T6
(403) 427-4241
TLX: 037-2029
CABLE: AGINTLMKTG

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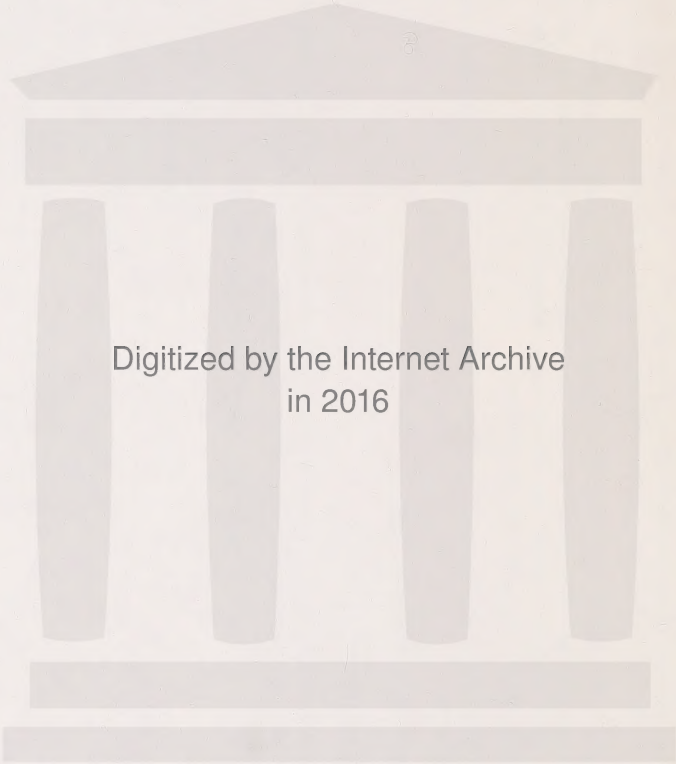
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GROCERY INDUSTRY MARKET

Grocery sales for the 12 months ending August-September 1986 were:

National	$33.8 Billion	(+6%)
Alberta	$ 3.63 Billion	(+6%)

These figures are derived from "all commodity sales" recorded through the cash registers in retail grocery stores. Therefore, the numbers include meat, vegetables, processed packaged foods and non foods, etc. Assuming non food purchases through grocery stores are around 17% then the above figures could be adjusted accordingly to account for food only.

The food service marketplace is generally considered to account for about 30-35% of the consumer food dollar. If this is the case and the above assumption is correct, then the market for food products in Alberta is approximately $4.3 Billion.

During 1986 Alberta kept pace with the national average of 6% growth, as did Ontario with 6%.

WHAT IS MARKETING?

Marketing is . . . a management philosophy which has as its objective getting the right PRODUCTS, in the right FORM, to the right PEOPLE, at the right PRICE, at the right PLACE in order to maximize PROFITS.

MARKETING CONCEPT

The key to the "marketing concept" is the CONSUMER and his wants and needs, NOT the wants and needs of the manufacturer. As a manufacturer, be sure that you are *satisfying* a demand, not trying to *create* one.

Remember two fundamental approaches to marketing:

1. Paying close and constant attention to the consumer
2. Use what is learned from the consumer to drive marketing and manufacturing efforts.

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MARKET RESEARCH

Market research, an integral part of the marketing plan, is gathering, analyzing and compiling information to help you make your marketing decisions.

Marketing research will help you achieve three basic goals:

1. identify opportunities
2. plan to take advantage of these opportunities
3. evaluate performance and progress

More specifically, market research can also supply the type of consumer profile information required by manufacturers especially for new product presentations, including:

* product development
* pricing
* advertising
* distribution
* market segmentation and demographics
* product positioning
* frequency of product brand use by package size and price
* consumer awareness of product brands
* packaging
* name/logo
* consumer behavior information including:
  - — in- and out-of-home use
  - — impulse versus planned purchases
  - — occasion on which the product is purchased
  - — how consumers use the product
  - — who in the household actually purchases the product
  - — what product characteristics are important to the consumer, for example, packaging, pricing, quality

Consider market research as an aid to judgment in decision making.

MARKETING SECTOR — ALBERTA AGRICULTURE

The two divisions of the Marketing Sector of Alberta Agriculture are the Marketing Services Division (Director, Cliff Wulff — 427-3166) and the Market Development Division (Executive Director, Dennis Glover — 427-4241). Together these divisions provide Alberta marketers of agricultural commodities and processed food and feed products a full spectrum of marketing consultative and financial assistance.

MARKET DEVELOPMENT — ALBERTA PROGRAM

Information and financial assistance programs, in tandem, form the foundation of the market development — Alberta program. On the information side, viable opportunities for agricultural commodities and processed products are identified: for example, opportunities for import replacement and new product development that provide long-term benefits. Information on buying systems throughout the province, marketplace trends and consultative assistance on market planning are further services provided to aid market development advancements.

Projects are initiated to assist in converting identified opportunities into actual sales. Some examples are participation in buyer trade shows, industry market expansion studies, special promotion programs, and buyer attitudes/trends surveys.

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FINANCIAL ASSISTANCE

Financial assistance is available to companies and organizations marketing agricultural commodities, food, and feed products to offset the cost of developing Alberta markets. The program areas listed below offer a combination of service and financial support intended to assist with market development:

* market research (market feasibility studies, consumer research, analysis of marketing plans)
* market information service (providing and accessing information on buyer contacts, trade patterns, and market demand)
* market penetration and development (new product launch, trade shows, industry buyer tours, displays)

OTHER CONTACTS AND PROGRAMS

1. Agri-Food Development Branch —Edmonton: 427-7366
   Calgary: 297-8452
   — Marketing Sector first contact for meat, dairy and horticulture related companies. Manpower and financial assistance programs available.
2. Agricultural Processing Development branch — Edmonton: 427-7325
   — Marketing Sector first contact for processed food companies (other than listed above). Manpower and financial assistance programs available.
3. Food Processing Development Centre — Leduc: 986-4793
4. Agriculture Processing and Marketing Agreement — Edmonton: 427-4287
5. Alberta Food Processors Association — Edmonton: 453-3587

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THE BUYERS — Retailers and Wholesalers in Alberta

As a manufacturer, you have many avenues for getting a product to the consumer. Professional presentations made to the key buyers in the trade and continual follow-up are essential to ensure your product moves through the distribution system and is sold to a satisfied customer.

The following list of retailers and wholesalers provides you with company and contact names, insights into the company's buying procedures, interrelationships and special services.

Processing a **private label** product is a viable opportunity for Alberta food manufacturers. Contact with major Alberta buyers is the first step in this direction.

A list of specialized distributors and their services is provided at the end of this section.

Sources used were personal or telephone interviews, the Canadian Grocer and the Blue Book of Food Store Operators and Wholesalers (1984).

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ALLWEST SUPERMARKETS

CALGARY OFFICE: 7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300

MANAGEMENT: General Manager: Boyd Gordon

STORES: 4 in Calgary, 1 in Drumheller

BUYING PROCEDURES:

Contact the General Manager for AllWest stores and appropriate Associated Grocer buyers as listed in the directory, they will pass buying information through the appropriate channels. Both AllWest and Associated Grocers are involved in the purchasing decision.

ASSOCIATED GROCERS LTD.

HEAD OFFICE: 7100 - 44 St. S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300

MANAGEMENT: President: Steve Vanderleest
Senior V.P. Customer Relations & Development: Don Larkins
V.P.: Susan MacKinnon
Director, Marketing: Charlie Dickson
Produce Manager: Bruce Green
Director of Purchasing: Bob Hindle
Meat Buyer: Don McKenzie
Manager, Foodservice: Bob Boetjer
Manager, Cash and Carry: Bob Mills

DIVISIONS: (food related)
Associated Cash & Carry
Associated Produce
Associated Foodservice

STORES:

Alberta	245
B.C.	30

GROUPS OPERATED:

A.G. Food Stores (255), Thriftway (6), Solo Stores (2).

Associated Grocers provides a full range of retailer services and has a cash-and-carry outlet.

BUYING PROCEDURES:

Mr. Hindle is responsible for all warehouse buying.

For new product presentations and listings contact the appropriate buyers first, except for locally grown produce, contact Mr. Green and for meat contact Mr. McKenzie directly.

For advertising and merchandising to member stores contact W. Merrit.

New products are usually put on a 60-90 day trial to establish a market for the product.

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BLINDMAN VALLEY FOODS

HEAD OFFICE: #18, 5579 - 47 Street
Red Deer, Alberta
T4N 1S1
(403) 346-0636

MANAGEMENT: Sales and Purchasing Manager: Greg Brown

SERVICES:

This company offers distribution services of foodservice items mainly associated with the pizza restaurant business. The main market area is Red Deer and the company is currently expanding into Calgary and Edmonton.

BRIDGE BRAND FOOD SERVICES LTD.

HEAD OFFICE:

1802 Centre Avenue N.E.
Calgary, Alberta
T2E 0A6

Phone: (403) 235-8555
FAX: (403) 272-2911
Telex: 038-24762

HEAD OFFICE MANAGEMENT:

President: Michael Tamagi
Vice President: Mel Tamagi
Vice President: Fred Tamagi
Secretary Treasurer: Robert A. Russell
Director Produce Division: Duke Oshiro
Director Warehouse Operations: Michael Violini
Senior Merchandising Manager: Donna Hannah
Grocery Merchandising Manager: Doug Seamans
Frozen Food Merchandising Manager: Norm Gerault
Produce Merchandising Manager: Terry Lindemann
Beverage Systems Merchandising Manager: Kevin Power
Non-Food Merchandising Manager: Larry Dunn
Meat & Seafood Specialist: Michael Price
Sales Manager: Garry Williams
Credit Manager: Gary Seamans

EDMONTON BRANCH:

7027 Girard Road
Edmonton, Alberta
T6B 2C4

Phone: (403) 468-4256
Telex: 037-41645

Manager: Al Beesley
Sales Manager: Dan Evans

RED DEER REGIONAL SALES OFFICE:

4746 Riverside Drive
Red Deer, Alberta
T4N 2N7

Sales Manager: Rick Dippel

BUYING PROCEDURES:

For new product presentations and listings, contact the appropriate division or department manager in the Calgary Head Office. Bridge Brand is flexible in their approach to the kind of support you may offer.

Bridge Brand services the following areas: Edmonton, Red Deer and Central Alberta, Calgary, Banff/Lake Louise, Lethbridge and Southern Alberta.

CALGARY CO-OPERATIVES ASSOCIATION LIMITED

HEAD OFFICE: 8818 MacLeod Trail South
Calgary, Alberta
T2H 0M5
(403) 253-0345

MANAGEMENT AT HEAD OFFICE:
President and Chairman of the Board: Gordon Barker
Chief Executive Officer: Gerry Kiehl
Vice President, Marketing: Howard Baum
Vice President, Operations: Charlie Duggan
Consumer Counsellor: Marilyn Clark
Consumer Counsellor: Susan Spicer
District Manager: Steve Ramsay
District Manager: Roy Brown
District Manager: Darwin Flathers

MARKETING OFFICE:
Oakridge Marketing Department
#56, 2580 Southland Drive S.W.
Calgary, Alberta
T2V 4J8
(403) 238-3884

MANAGEMENT AT OAKRIDGE OFFICE:
Food Marketing Manager: Bob Illingsworth
Grocery Marketing Manager: Jorgen Laursen
Produce Marketing Manager: Stuart Job
Meat Marketing Manager: Ken Swaby
Advertising Manager: Gerry Thompson

STORES: Calgary Co-op operates 13 stores; 12 in Calgary, and one in Strathmore. It functions independently of other co-operative organizations.

BUYING PROCEDURES:

To obtain a new listing or make a change in your listing, contact the respective marketing managers. Buying decisions are made at a weekly meeting which also includes M. Clark and W. Hoffart from Federated Co-op. M. Clark, the consumer counsellor, will test your product in the Co-op kitchen. Once your product is listed with Calgary Co-op, it is stocked by their wholesaler, Federated Co-op Ltd.

Produce items are wholesaled and distributed by Scott National and purchasing decisions are made in conjunction with the Calgary branch office of Scott National.

B. Illingsworth is also responsible for products purchased for the Calgary Co-op cafeterias. Your individual advertising arrangements should be made with the marketing managers, who, in turn, co-ordinate all advertising with Gerry Thompson.

CANADA SAFEWAY LIMITED

HEAD OFFICE: P.O. Box 864, Station W
12th Floor, 1015 - 4 Street S.W.
Calgary, Alberta
T2P 2J6
(403) 269-8229

SENIOR MANAGEMENT:
President-Chief Executive Officer: R. H. Kinnie
Vice Presidents: B. Nicol, H. R. Rempel, R. H. Parkyn, J. Jope, A. R. Paton, D. Monk; Larry McLennan, Can. Public Affairs Manager.

Calgary Division — 535 - 10 Avenue S.W., Calgary 298-0800
— 44 stores: 3 Food For Less, 1 Food Barn, 40 Safeway
Divison Manager and Vice President: R. H. Parkyn
Retail Operations Manager: Dennis Rancier
District Manager: Dave Williams
District Manager: Bob Marchant
District Manager: Bruce Johnson
District Manager: Robert Baker
Groceries and Merchandising Manager: Bill Sexsmith
Meat Merchandising Manager: Fidel Stephenson
Bakery Merchandising Manager (also for Edmonton Division): Clark Mechan
Produce Merchandise Manager: Paul Turner (see MacDonalds Consolidated Ltd.)
Advertising Manager: Colin Rose

Edmonton Division: — 16011 - 116 Avenue, Edmonton 453-6300
— 49 stores: 3 Food For Less, 46 Safeway
Division Manager: H. R. Rempel
Retail Operations Manager: N. Leaf
District Manager: Harry Gerbrandt
District Manager: E. Nykyforiak
District Manager: W. Urichuk
District Manager: Lloyd Dichau
Grocery Merchandising Manager: Jim McCulloch

Advertising Manager: Rick Limacher
Meat Merchandising Manager: Tom Hodgins
Produce Merchandising Manager: Alex Runge

BUYING PROCEDURES:

For listings of new items, new sizes and special packs, contact B. Sexsmith in Calgary and J. McCulloch in Edmonton for Safeway, Food For Less and Food Barn stores. All buying is now centralized out of division offices, except for produce (see MacDonalds Consolidated Ltd.). District managers should also be aware of your new product. Group buying meetings are held regularly.

MacDonalds Consolidated Ltd., Safeway's wholesale and distribution arm, then carries your product, unless you deliver directly to the store.

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C. W. BOONE & CO. LTD.

(Division of Horne & Pitfield Foods Ltd.)

HEAD OFFICE: 9350 - 48 Street
Edmonton, Alberta
T6B 2R3
(403) 468-4333

MANAGEMENT: Branch Director: Brian Blacklock
Buyers: Jan Jacobsen & Kelvin Leatham
Assistant Manager: Derek Minter

BUYING PROCEDURES:

To obtain a listing for your foodservice product, contact Buyers.

With their own sales force, this company services foodservice accounts in Edmonton and northern Alberta, using Horne & Pitfield warehouse facilities.

THE DAIRY

(268321 Alberta Ltd.)

HEAD OFFICE: #1, 390 McAlpine Crescent
Fort McMurray, Alberta
T9H 4B1
(403) 743-2892

MANAGEMENT: Manager, Owner: Bob Ferry
Secretary, Treasurer: Linda Ferry

SERVICES:

"The Dairy" concentrates mainly on foodservice distribution for the Fort McMurray area and for surrounding camps, providing a full line of food products. The company is interested in expanding into other food lines.

BUYING PROCEDURES:

Contact Mr. Ferry for listings.

DEBAJI'S

HEAD OFFICE: 10131 Princess Elizabeth Avenue
Edmonton, Alberta
T5G 0X9
(403) 474-1414

MANAGEMENT: Mazen Debaji

OPERATION: Debaji's operates two Edmonton retail locations and one Red Deer location, supplying produce, bulk nuts, cheeses and fruit juices.

BUYING PROCEDURES:

Contact Mazen Debaji for listings.

EASBY FOODS LTD.

HEAD OFFICE: 5411 82 Avenue
Edmonton, Alberta
T6B 2J6
(403) 468-1611

MANAGEMENT: Manager, Owner: Bob Easby
Buyer: Doug Easby
Sales Manager: Dale Schocker

SERVICES:

Easby Foods has six salesmen covering foodservice accounts in Alberta up to and including Calgary, the N.W.T., Yukon and Saskatchewan. This company distributes a full range of foodservice products.

EDMONTON CO-OPERATIVE ASSOCIATION LTD.

HEAD OFFICE: 12725 - 82 Street
Edmonton, Alberta
T5E 2S9
(403) 473-7880

SENIOR MANAGEMENT:
President: John Melicher
Vice President: Terry Fannon
General Manager: R.J. (Bob) Rode
Food Marketing Manager: Al Smith
Produce Manager: Gerry Weisgerber
Bakery Director: Harry Hansuk

STORES: Edmonton Co-op operates five stores.

BUYING PROCEDURES:

To obtain a listing, contact the Food Marketing Manager. Once your product is listed with Edmonton Co-op, it is stocked by their wholesaler, Federated Co-operatives Ltd.

FEDERATED CO-OPERATIVES LTD.

HEAD OFFICE: 401 - 22 Street East
Saskatoon, Saskatchewan
S7K 3M9
(306) 244-3311

SENIOR MANAGEMENT:
Food Manager: Al Muir

ALBERTA REGIONAL OFFICES

Federated Co-operatives Ltd. is a wholesale operation distributing to 94 stores throughout Alberta, including the Calgary Co-op and Edmonton Co-op stores.

Calgary: 2626 - 10 Avenue N.E.
(403) 272-4081

Food Manager: Platon Werbicky
Meat Buyer: Erick Lix

Edmonton: 14404 - 128 Avenue
(403) 454-2441

Food Manager: Stan Sawatzky
Meat Buyer: Luke Webbnick

BUYING PROCEDURES:

If you wish to deal with the Calgary and Edmonton Co-ops you must obtain a listing with their buyers (see directory). Then your product will be stocked by Federated Co-op, unless you deliver direct to the store.

The branch food managers are responsible for forwarding all listing information to the Saskatoon head office. In most cases the products listed with the Calgary or Edmonton Co-op are the ones listed for the rural co-op stores.

Federated supplies the rural retail co-op stores with many advertising services, plus accounting, training and planning services.

The retail co-ops are owned by their consumer members and the co-ops in turn own Federated Co-operatives Ltd., their supply house.

There are more than 200 products bearing the Co-op and Harmonie label which Federated distributes to the retail co-op stores.

Interprovincial Co-operatives Limited, with its operational office in Mississauga, Ontario, handles the procurement of Co-op and Harmonie items.

FOOD CITY HOLDINGS LTD.

HEAD OFFICE: Food City Supermarket, Food City Wholesale
#232 - 5401 Temple Dr. N.E.
Calgary, Alberta
T1Y 3R7

MANAGEMENT: President: Henry Chow
Vice President: Verna Chow
General Manager and Head Buyer: Johnny Chu
Advertising Manager: Barry Chow
Grocery Buyers: Elwood Threlfall, Cheryl Harrington
Produce Buyer: Ken Ng
Meat Buyer: Ray Kwok

GROUP OPERATION:

Food City Wholesale:
— Now is operating and service for Food City Supermarkets.

Food City Supermarkets:
— operates 6 supermarket stores in the Calgary area.
— not related to Food City stores in Ontario

BUYING PROCEDURES:

For new product presentation and listing contact the appropriate buyer, except new accounts contact Johnny Chu.

For Retail Stores — merchandising and advertising contact Johnny Chu for arrangements.

No product will be considered without presentation form and samples.

THE GROCERY PEOPLE LTD. (formerly Alberta Grocers Wholesale Ltd.)

HEAD OFFICE: 14505 Yellowhead Trail
Edmonton, Alberta
T5L 3C4
(403) 453-2361

MANAGEMENT: President: Lorne Kerr
Director, Purchasing and Advertising: Jim Crawford
V.P., Retail & Warehouse Operations: Jack Shippobotham
Director Retail Operations: Garry Crane
Manager, Produce: Wayne Haryett
Manager, Meat Program: Terry Soderberg
Grocery Buyers: Gene Dancause, Sherrel Williams, Kathy Taylor-Koks, Tony Koks, Kim Shykowski, Joen Zyp

STORES:

Alberta	242
N.W.T.	14
Yukon	13
B.C.	14
Saskatchewan	3
	286

GROUPS OPERATED:

Super "A" Foods: 32 larger stores in Northern Alberta, B.C. and the Northwest Territories.
Bigway Foods: 25 medium-sized stores, ranging from 2,500 to 4,500 sq. ft.
Speedee Marts/Q-Marts: 30 stores. These are convenience-type stores.
Tags, Gas Bars: 17 stores. These are convenience-type grocery and gas-bar outlets.
The Grocery People Ltd: 182 intermediate stores, general members.

CASH & CARRY:

The Grocery People Ltd. operates 3 outlets — Edmonton, Lloydminster and Camrose, offering a rounded-out service to convenience stores, general stores and institutional buyers.

BUYING PROCEDURES:

To obtain a listing, contact Mr. Crawford for grocery items, Mr. Haryett for produce and Mr. Soderberg for meat. Mr. Crawford is responsible for overall buying decisions.

THE GROCERY PEOPLE LTD., FOOD SERVICES DIVISION

HEAD OFFICE: 14505 Yellowhead Trail
Edmonton, Alberta
T5L 3C4
(403) 453-2361

MANAGEMENT: Vice President, Food Services and Produce Division: G.K. (Gabe) Keller
Sales Manager: Jeff Lemmen
Director, Purchasing and Advertising: Jim Crawford
Supervisor Food Service Purchases: Dave Littlefair

BUYING PROCEDURES:

To obtain a listing for your foodservice product, contact Dave Littlefair.

The Grocery People Ltd. will assist you in launching your product by distributing advertising flyers to their customers. The company presently has ten sales people.

This division handles the market area from Red Deer and north into B.C., N.W.T. and Saskatchewan; servicing all types of hotels, restaurants and institutions.

HORNE & PITFIELD FOODS LTD.

(subsidiary of Provigo Inc.)

HEAD OFFICE: 12831 - 163 Street
Edmonton, Alberta
T5J 2G9
(403) 447-1470

MANAGEMENT: President: K. W. Quinn
Vice President, Wholesale Operations: W. Wagner
Vice President, Retail Operations: M. Lindgren
Vice President, Marketing: J. Freeman
Director of Marketing: Brian Caney
Director Meat Operations: R. McKee
Director Advertising: D. Clark
Director Produce: C. Schur
Director Corporate Stores: T. Vanderweide
Director Retail Operations: R. Daley
Director MRT Stores: R. Boychuk

STORES: 419 in total; in Alberta, B.C., Saskatchewan, N.W.T.

GROUPS OPERATED:

IGA	89
MM — Much More	129
Triple S	20
Red Rooster	175
Mayfair	18
Food Giant	4

Horne & Pitfield offers a full retailer service program, including advertising programs.

Horne & Pitfield also services about 200 non-group customers.

CASH & CARRY:

The company has eight cash & carry warehouses; Edmonton (4), Calgary (2), Lethbridge (1), Fort McMurray (1).

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BUYING PROCEDURES:

For all requests for new items, new sizes, special packs or point-of-purchase displays, contact Brian Leonard at the head office. New product presentations should also be made to B. Caney for grocery, dairy, frozen; R. McKee for meats and C. Schur for produce items and to the advertising, retail and wholesale operations staff as they are involved in the buying decision meetings.

It is advised to follow up on a regular basis with the branch buyers once you obtain your listing.

If your product is for a local market only, contact the local branch wholesale buyer. That person in turn contacts B. Caney for approvals. Many test markets are handled this way.

For listings in the cash & carry warehouses, contact G. Kinney in Edmonton. For Food Giant listings contact R. Radloff in Calgary branch office.

BRANCH OFFICES

Red Deer, 4756 Riverside Drive (403) 346-4145
Manager and Buyer: D. Ostapowich
Buyer: Bonnie Parenteau

Calgary, 7704 - 30 Street S.E. (403) 279-4483
Manager: Dennis Allen
Grocery Buyer: Laird Phimester
Food Giant Supervisor: Rick Radloff
Produce Buyer: Ron Limisky

Medicine Hat, Industrial Avenue S.E. (403) 527-3377
Manager and Buyer: P. Cavalier
Buyer: Kyle Wagner

St. Paul, 5105 - 50 Avenue (403) 645-4624
Manager and Buyer: Harvey Smith
Buyer: Roger Lakusta

Grande Prairie, 8930 - 111 Street (403) 532-7098
Manager and Buyer: Bill Nelson
Buyer: Brent Adams

Peace River, P.O. Box 580 (403) 624-2578
Manager and Buyer: T. Coffin
Buyer: S. Paulsen

Edmonton, 12910 - 156 Street (403) 447-1470
Manager: J. Stanton
Head Buyer: Diane Doherty
Produce Buyer: Al Mathison

INDEPENDENT WHOLESALE LTD.

HEAD OFFICE: 10326 - 107 Street
Edmonton, Alberta
T5J 1K3
(403) 423-4446

MANAGEMENT: Manager: Steve Hucul
Buyer: John Hucul
Buyer: E. Krupka

BUYING PROCEDURES:

Contact J. Hucul for new product presentations.

Independent Wholesale does not carry fresh meat or produce. The company distributes mostly in the Edmonton area to independent retailers, institutions, drug stores and hotels.

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM
BROKERS — HOW TO SELECT AND WORK WITH THEM
TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

I & S PRODUCE LTD.

HEAD OFFICE: 8007 127 Avenue
Edmonton, Alberta
T5C 1R9
(403) 478-3451

MANAGEMENT: President: Jack Iwabuchi
Vice President: Robert Iwabuchi
General Manager: Richard Pidwerbeski
Sales Manager: Jim Graham
Grocery, Frozen Food Buyer and Promotions: Robert K. Iwabuchi
Produce Buyer: Wm. Monkhouse

SERVICES:

Combined with its vegetable processing facility, I & S Produce also provides wholesale distribution of fruits and vegetables, grocery lines and frozen products to foodservice accounts.

BUYING PROCEDURES:

For new product presentations, contact R. Iwabuchi. He would then consult with the general and sales managers of the company. Sales presentations are made on Friday afternoons. Advertising flyers are mailed to foodservice customers. As with all foodservice distributors, your promotional efforts and detailing with accounts to create a demand will influence listings and, in turn, sales.

MACDONALDS CONSOLIDATED LTD.

(subsidiary of Canada Safeway Ltd.)

WHOLESALE BRANCHES:

Calgary:
203 - 42 Avenue S.E., T2P 2J4 (403) 287-3080
Wholesale Operation Manager: E. Herman
Produce Merchandising Manager: Paul Turner
Senior Buyer, Produce: Roy Craig

Edmonton:
Frozen Food Warehouse
11528 - 160 Street (403) 452-7236
Manager: Dwayne Musey

Grocery, Produce, Perishables Warehouse:
13944 & 14040 - 125 Avenue (403) 455-3311
Wholesale Operations Manager: R. Blum
Produce Merchandising Manager: Alex Runge

Lethbridge:
2825 - 2nd Avenue A South (403) 329-0722
Grocery Warehouse Manager: Norm Winne
Grocery and Produce Warehouse Manager: Dave Mack

Red Deer:
P.O. Box 430, 4946 - 53 Avenue (403) 346-2361
Grocery and Produce Warehouse Manager: Gordon Philip

BUYING PROCEDURES:

It is advisable once you have met with B. Sexsmith or J. McCulloch in Calgary and Edmonton for listings with Canada Safeway, that you also familiarize the wholesale operation managers with your product. Produce buying is handled by P. Turner and A. Runge at MacDonalds Consolidated.

MacDonalds Consolidated Ltd. not only operates as a wholesaler and distributor to Canada Safeway stores, but also as a supplier to independent retailer and foodservice accounts throughout the province. If your product is listed with the division office, then it is automatically available to independent accounts from MacDonalds Consolidated.

MAC'S CONVENIENCE STORES INC.

HEAD OFFICE: 10 Commander Blvd.
Scarborough, Ontario
M1S 3T2
(416) 291-4441

WESTERN REGION OFFICE:
#600 - 10655 Southport Road S.E.
Calgary, Alberta
T2W 4Y1
(403) 278-9582
General Manager: D.A. Cameron
Merchandising Manager: L.M. Pharlee

STORES: Mac's operates 128 convenience stores in Alberta.

BUYING PROCEDURES:

Buying for the whole western region is centralized and authorized in the Calgary office. L.M. Pharlee is the contact to obtain listings. Wholesaling and distribution is provided by Core Mark Distributors Ltd.

MEDICINE HAT WHOLESALE FOODS LTD.

HEAD OFFICE: 851 Industrial Avenue S.E.
Medicine Hat, Alberta
T1A 3L7
(403) 527-4481

MANAGEMENT: Manager: Harry Mitzner
Grocery Buyer: Hugh Geddes

BUYING PROCEDURES:

Contact either H. Mitzner or H. Geddes for a listing with this company which services both retail and foodservice customers in the Medicine Hat and Brooks area.

THE MERCO WHOLESALE LIMITED

HEAD OFFICE: 11620 - 120 Street
Edmonton, Alberta
T5G 2Y2
(403) 454-8641

MANAGEMENT: President: G. J. MacDonald
Vice President: S. Pichonsky
General Manager: J. Belland
Assistant Manager: J. Selski
Manager Retail Operations: L. Rurka
Produce Manager: E. Mazur
Buyers: I. Currie, S. Clark

GROUPS OPERATED:

Big M	25
M-A	24
Associated	100

The 100 associated stores are smaller grocery and general stores supplied by the company. The company provides preprinted order forms, flyers, retail bulletins, weekly specials, advertising, signs and store planning.

BUYING PROCEDURES:

For new product presentations, contact the buyers.

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM

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NORTHVAL DISTRIBUTORS LTD.

HEAD OFFICE: 309 MacDonald Crescent
Fort McMurray, Alberta
T9H 4B7
(403) 743-0157

MANAGEMENT: Manager: Harold Bishop

SERVICES: Northval distributes to foodservice accounts in Fort McMurray and to some camps. Packaged and frozen products only are carried.

THE REAL CANADIAN SUPERSTORE

(Division of Westfair Foods Ltd., Winnipeg: Westfair Foods Ltd. is a division of Kelly Douglas & Co. Ltd., Vancouver)

HEAD OFFICE: P.O. Box 808
Winnipeg, Manitoba
R3C 2P1
(204) 786-7941

MANAGEMENT: Vice President, Westfair Foods Ltd. and Division Manager, Superstores Operations: Tom Fraser
Grocery Merchandiser, Division Manager: Bob Chapman
Grocery Operations Division Manager: Emil Zapotoczny
Meat/Fish Division Manager: Martyn Vernon
Deli Division Manager: Lore Gerlach
Produce Division Manager: Russ Petrie
Baker Division Manager: Chris Merrifield

STORES: There are three Real Canadian Superstores located in Edmonton.

BUYING PROCEDURES:

Western Grocers Ltd., Edmonton, provides warehousing and distribution services, only, for the Real Canadian Superstores.

SCOTT NATIONAL LTD.

HEAD OFFICE: 1200 - 10201 Southport Road S.W.
Calgary, Alberta
T2J 4B4
(403) 258-0458

MANAGEMENT: President, General Manager: Ken Kirsch
Vice President, Marketing, Branch Operations: Garry Wagner
Vice President, Fresh Fruit and Vegetable Division: Jim Lloyd
Vice President, Foodservice Division: Brian Mann
National Foodservice Sales Manager: Jack Reid
Director, Foodservice Purchasing: R. M. (Bob) Coxford

SERVICES:

Scott National wholesales and distributes fresh fruits and vegetables, frozen foods, foodservice, groceries, confectioneries, plus non-food items through its 14 branch offices from Dryden to Cranbrook.

Over 60 per cent of the company's business is related to the foodservice market with the retail emphasis being almost exclusively produce.

BUYING PROCEDURES:

For foodservice, 90 per cent of the buying is co-ordinated through head office. For new product presentations, contact B. Mann. A committee makes the final buying decision and it consists of J. Reid, Bob Coxford, and A. Haynes, foodservice product specialist for Alberta.

Scott National prefers that a manufacturer be able to supply all 14 branches and will not handle a product if it is sold directly.

After your product is listed, you should establish contact with branch level buyers and work closely with the local salesmen.

Scott National sends out 5000 copies of "Foodservice World" to its customers on a monthly basis. Specials and new products are featured.

For fresh fruit and vegetable listings, contact J. Lloyd.

BRANCH OFFICES:

CALGARY:

1110 - 58 Avenue S.E.
T2H 2C4
(403) 258-0680

Manager: Al Seeley 253-3744
Foodservice Sales Manager: D. Fedyk
Buyer — Grocery, Frozen Food: S. Tenhaaft
Service Supervisor: P. Lovegrove

EDMONTON:

14215 - 125 Avenue
T5J 2J1
(403) 451-3550

Manager: Ron Spencer
Foodservice Sales Manager: Stewart Allison
Produce Buyer: K. O. Bell
Grocery Buper: D. Hogg
Warehouse Manager: J. McCullough

GRANDE PRAIRIE:

9145 Park Road
P.O. Box 1040
T8V 3R5
(403) 539-7850

Manager: J. J. Wulff
Buyer: G. Vanschaick

LETHBRIDGE:

P.O. Box 1030
209 - 4 Street South
T1J 4A2
(403) 328-3361

Manager: G. Cooney
Foodservice Accounts Supervisor: H. Hinatsu
Buyer: B. Currie

MEDICINE HAT: P.O. Box 488
523C North Railway Street
T1A 7G2
(403) 527-1161

Manager: C. Unrau

PEACE RIVER: P.O. Box 336
8008 - 102 Avenue
T0H 2X0
(403) 624-2515

Manager: J. B. Hackett
Buyer: J. Lund

RED DEER: P.O. Box 370
7459 - 49 Avenue
T4N 5E9
(403) 346-2068

Manager: Scott Robison
Foodservice Co-ordinator and Buyer: G. Smith

7-ELEVEN STORES

HEAD OFFICE: 3185 Willingdon Green
Burnaby, B.C.
V5G 4P3
(604) 299-0711

MANAGEMENT: (in Vancouver)
Division Manager: F. Farr
Marketing Manager: V. Romanchych
Senior Buyers: G. Blom
B. Wood

ALBERTA REGION: 7-Eleven operates 99 convenience stores throughout Alberta.

Alberta Zone Manager: Mike Sugden (403) 279-0711
Located in Calgary office as noted below.

South Calgary District: (403) 236-1711
Suite 170, 200 River Crest Drive. S.E.
Stores: 34
District Manager: Tim Rhodes
Sales Manager: Mike McIssac

North Calgary District: (403) 236-3711
Suite 160, 200 River Crest Drive S.E.
Stores: 37
District Manager: Dave Hogan
Sales Manager: Ivan Fitzpatrick

Edmonton District: (403) 461-0711
3823 - 98 Street
Stores: 35
District Manager: Dave DeVers
Sales Manager: Rafiq Raghavji

BUYING PROCEDURES:

The district sales managers are responsible for initial screening of all product presentations. They can approve some listings, however, any major changes to merchandise mix are handled by the Vancouver office.

Wholesaling and distribution for 7-Eleven stores in Alberta is handled by Wallace & Carey Ltd.

SIMON & REIMANN FOOD DISTRIBUTORS LTD.

Calgary Office: #17, 4216 - 54 Avenue S.E.
(403) 279-8909

Manager: Ralf Eichstadter
Buyer: Barry Krieger

Edmonton Office: 15911 - 132 Avenue
T5V 1H8
(403) 470-1689

Manager: Wilf Wiebe
Assistant Manager: John Younger
Salesman: Carl Wettlaufer

BUYING PROCEDURES:

Contact R. Eichstadter or W. Wiebe if you are interested in using this company's foodservice wholesale and distribution services.

SUNSPUN FOOD SERVICE

(Division of Westfair Foods Ltd.)

Sunspun Foodservice has seven branch offices from Thunder Bay west to Alberta.

Calgary Office: 6810 - 40 Street S.E.
T2C 2A5
(403) 279-2515

Foodservice Manager: Cheri Jones

Edmonton Office: 16104 - 121 A Avenue
T5J 2J5
(403) 454-1561

Foodservice Manager: Lorne Anhelinger

BUYING PROCEDURES:

For distribution of your products to foodservice accounts, contact either C. Jones or L. Anhelinger and arrange to meet the appropriate buyer (see Western Grocers). Sunspun Managers recommend that a manufacturer should decide between selling direct or using a distributor, which enables you, the manufacturer, to reduce sales force, deliveries and accounts receivable.

Like other wholesale distributors, Sunspun sends out advertising flyers, featuring manufacturers' specials and promoting new items.

SUPER VALU STORES

(Ferraro's Ltd.)

ALBERTA OFFICE: 1427, 1632 - 14 Avenue N.W.
Calgary, Alberta
T2N 1M4
(403) 289-0226

MANAGEMENT: General Manager: George Wood
Meat Merchandiser: Gary Baron
Bakery, Deli Merchandiser: Lorne Parisotto
Produce Merchandiser: D. Schultz
Grocery Merchandiser: Bill McEwan

STORES:

Calgary	(5)
Edmonton	(3)
Lethbridge	(1)

BUYING PROCEDURES:

All buying is co-ordinated by the Calgary office merchandisers, as listed. B. McEwan also co-ordinates the advertising. Once a listing is established, Super Valu requests that it be listed with their wholesaler, Western Grocers.

WALLACE & CAREY LTD.

Calgary Branch: 5445 - 8 Street N.E.
Calgary, Alberta
(403) 275-7360
Mailing Address:
Postal Bag 3959, Station B
Calgary, Alberta
T2M 4M5
Warehouse Manager: John Delaney

Edmonton Branch: 11638 - 147 Street
Edmonton, Alberta
T5M 1W2
(403) 453-1507
Warehouse Manager: Russell Jillings

MANAGEMENT: President: Frank Carey
Vice President: Buzz Cavanaugh
General Manager: Jim Burke
Warehouse and Distribution Manager: Dallas Price

BUYERS: Tobacco Buyer: Bill Brown
Confectionery Buyer: Ted Donald
Sundry Buyer: George Higgins
Grocery Buyer: Debbie Chovancak
Sundry, Paper products, Health and Beauty Aids Buyer: Jean Elliott

OPERATION:

Wallace & Carey Ltd. is an Independent Wholesale and Distribution Company. They carry Tobacco, Confectionery, Groceries, Health and Beauty Aids, Sundries, Paper, In-store supplies, Film and Batteries, Frozen foods and Produce. They have been located in Alberta since 1921 and service all areas of Alberta.

BUYING PROCEDURES:

Please contact either the Edmonton branch or the Calgary branch with any inquiries regarding setting up an account.

WESTERN GROCERS LTD.
(Division of Westfair Foods Ltd.)

HEAD OFFICE: 101 Weston Street
Winnipeg, Manitoba
R3E 2T4
(204) 786-7941

Western Grocers has 11 branch offices from Thunder Bay west to Alberta. They also operate Dominion Fruit in Red Deer.

CALGARY OFFICE: 6810 - 40 Street S.E.
T2C 2A5
(403) 279-2515

Branch Manager: George Webber
Head Merchandiser: Merv Barr
Sales Manager: John Bevan
Frozen Food Buyer: Bill Kostiuk
Foodservice: John Desmarais
Produce Manager: Bill Drake
Meat Manager: Art May

EDMONTON OFFICE: 16104 - 121 Avenue
T5V 1B2
(403) 454-1561

Branch Manager: Pat Bryan
Head Merchandiser: Kent Pederson
Assistant General Manager: Len Shostak
Sales Manager: Grant Davidson
Meat Merchandiser: Anco Vanderland
Produce Manager: Gerry Hoffman

WINNIPEG OFFICE: 101 Weston Street
Winnipeg, Manitoba
R3E 2T4
(204) 786-7941

V.P. and Branch Manager: Cliff Sorenson
Grocery: Henry Hager
Produce: Don Neil
Frozen Food: George Ward
Meats: Don Smith
Food Service: Frank Brisner

GROUPS OPERATED:

Red & White: 94 stores; located in Alberta (47), Saskatchewan (39), and Manitoba (8).
Lucky Dollar: 146 stores; located in Alberta (27), Saskatchewan (57), Manitoba (60) and Northwest Ontario (2).
Tom Boy: 70 stores; located in Alberta (36), Saskatchewan (11), Manitoba (18) and Northwest Ontario (5).

The company regularly supplies some 1,000 customers who are not members of one of the groups it sponsors, for example: Super Valu Stores and Mac's Convenience Stores.

CASH & CARRY:

Western Grocers operates two cash & carry outlets, one each in Calgary and Edmonton, mainly for small corner store operators and restaurateurs.

BUYING PROCEDURES:

Buying is done at the branch offices. For new product presentations and listings, contact the head merchandisers and the appropriate buyers. Listing decisions are made at group meetings which also include a council of former store owners. Decisions for new listings are based on proven consumer acceptance, sales performance, advertising dollars available and special price offerings.

Western Grocers supplies warehousing and distribution services to Edmonton's two Real Canadian Superstores.

WOODWARD'S*

HEAD OFFICE: 101 West Hastings Street
Vancouver, B.C.
V6B 4G1
(604) 684-5231

SENIOR MANAGEMENT:
Chairman of the Board: C. N. Woodward
Senior Vice President Alberta Operations: P. C. McComb
Vice President, Food Operations: M. P. McBride

DIVISIONAL MANAGERS: (Vancouver)
General Manager: B. Clark
Grocery: Pat Keough
Meat: Gordon Dallas
Restaurant: Hugo Stead
Bakery: G. W. Thorne
Senior Buyer: Chris Barnett
Manager of Food Advertising and Promotions: Brian Marks

ALBERTA DISTRIBUTION CENTRE:
3850 - 98 Street
Edmonton, Alberta
T6E 3L2
(403) 462-6685

Merchandise Manager Foods — Alberta: Lionel Vail
Buyer Grocery Division: Brian Zaminsky
Buyer Meats Division: Richard Graham
Manager Meat and Deli Division: Wayne Hart
Buyer Produce: Alex Stadig

Sales Promotion Manager Meats: Harvey Rubuliac
Sales Promotion Manager Grocery: J. C. Nixon
Sales Promotion Manager Bakery: F. Corazza
Sales Promotion Manager Produce: Glen Baty

STORES: Nine in Alberta: Calgary (3), Edmonton (4), Lethbridge (1), Red Deer (1)

BUYING PROCEDURES:

For Alberta listings contact the respective buyers, as listed. The sales promotion managers should also be familiar with your product.

Woodward's handles a variety of private label products. Procurement is controlled by the Vancouver office.

**Merger with Canada Safeway Ltd. was pending at time of printing so this section was left unaltered.*

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM

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OTHER DISTRIBUTORS

The food business has many other specialized companies offering wholesale, warehousing and distribution services for specific product lines. These companies are often combined with either a brokerage, manufacturing or other related business. Contact these companies if your product is best suited to this form of distribution.

COMPANY	ADDRESS	CONTACT	SPECIALTY
Alberta Cold Storage	9002 - 20 Street Edmonton, Alberta T6P 1K8 (403) 464-1770	Merv Permann	public warehousing and distribution of frozen food
Aspen Enterprises Inc.	3839 Ogden Rd. S.E. Calgary, Alberta T2H 4N7 (403) 264-8114	Lynne Coughlan	food products
Bowes Co. Ltd.	#15, 6324 - 10 Street S.E. Calgary, Alberta T2H 2K7 (403) 253-1505	Rob Christensen	bakery, dairy, bulk foods; receptive to new product presentations
Can-Am Distributors Ltd.	7815 - 127 Avenue Edmonton, Alberta T5C 1R9 (403) 478-8821	Jack DeJong	cookies, confectionery
Circle K Stores (Shell Canada)	2900 Alyth Road S.E. Calgary, Alberta (403) 232-3111	Mike Hawill	convenience store (listed here as no further details available at printing)
Costco Wholesale Ltd.	3550 Brighton St. Burnaby, B.C. V5S 3H4 (604) 421-8353	Janet Shanks (H.Q. contact)	grocery and frozen products
Daytimer Distribution Ltd.	#11, 6325 - 11 Street S.E. Calgary, Alberta T2H 2L6 (403) 253-1206	Dean Hargreaves	beverages, confectionery
Francis Distributors Ltd.	#13, 6143 - 4 Street S.E. Calgary, Alberta T2H 2H9 (403) 255-0320	Gordon Rodway	bakery, perishables, others

COMPANY	ADDRESS	CONTACT	SPECIALTY
Glazer International Inc.	615 - 71 Avenue S.E. Calgary, Alberta T2H 0S7 (403) 253-6880	Grant LaRocque	fruits, vegetables
HPI Beverages Ltd.	8025 - 127 Avenue Edmonton, Alberta T5C 1R9 (403) 478-3416	Grant Smith	beverages, other
Hudson's Bay Wholesale Ltd.	3743 - 64 Avenue N.E. Calgary, Alberta T2C 2V5 (403) 279-8277	Barry Meeds	tobacco, confectionery, condiments and some grocery lines; receptive to new product presentation
	11825 - 105 Avenue P.O. Box 696 Edmonton, Alberta T5H 0L9 (403) 452-1670	Tony Kremzar	
	6143 - 48 Avenue Red Deer, Alberta T4N 2R2 (403) 346-7725	Bill Thomas	
	803 - 30 Street P.O. Box 1015 Lethbridge, Alberta T1H 3Z2 (403) 328-8801	Boris Labiuk	
	1047 Brier Park Way P.O. Box 127 Medicine Hat, Alberta T1A 7E8	Bernie Comeau	
Kirkland Rose Ltd.	3202 - 9 Street S.E. Calgary, Alberta T2G 3C3 (403) 243-5493	Tom Woertman	bakery

COMPANY	ADDRESS	CONTACT	SPECIALTY
Livingston Distribution Centres Inc.	4441 - 76 Avenue S.E. Calgary, Alberta T2C 2G8 (403) 279-8600	Gerry Imbery	public warehousing and distribution of food products
Mrs. William's Fine Baking Ltd.	1420 Meridian Road S.E. Calgary, Alberta T2A 2N9 (403) 272-5556	Ross Benedict	bakery, cookies
Northdale Enterprises Ltd.	#7, 7408 - 40 Street S.E. Calgary, Alberta T2C 2L6 (403) 236-0190	Douglas Gould	meats, pickles, juice
Source Distribution Services	7248 Range Drive S.W. Calgary, Alberta T3G 1P7 (403) 239-1322	John Fisher	delicatessen and meat market products
South Edmonton Produce	7845 - 72A Street Edmonton, Alberta T6B 1Z3 (403) 468-4223	K.J. Hogan	wholesale — poultry, beef, fish and eggs
Trans Canada Freezers Ltd.	4039 Brandon Street S.E. Calgary, Alberta T2G 4A7 (403) 243-2494	Maxine Albright	public refrigerator warehouse and distribution of food products
QF Food Distribution Service Ltd.	3835 Ogden Road S.E. Calgary, Alberta T2G 4N6 (403) 263-0771	Ernie Evans	frozen food, distribution to retailers, frozen foods public warehousing
Versatile Cold Storage Corp.	3839 Ogden Road S.E. Calgary, Alberta T2G 4N6 (403) 262-6460	R. Rogers	public warehousing and distribution of frozen foods

BUYING GROUPS

Interprovincial buying groups exist throughout the food trade, as they do for many manufactured products. A summary of the current food buying group affiliations within the Alberta marketplace follows.

DESCRIPTION: Buying groups include any organization that purchases for a group of businesses. They may do this by placing orders, taking delivery and performing other services for their members. They may be a collection office which buys for the purpose of maximizing volume rebates. Some buying groups may also act as managers for the members' purchases of private label brand and generic products.

FOOD BUYING GROUP INVOLVEMENT IN ALBERTA

FOODWIDE OF CANADA LTD. — Loblaws Companies Ltd. and Provigo Inc.
— **in Alberta:** Sunspun Foodservices Ltd.
Western Grocers Ltd.

IGA/SAFEWAY — IGA and Canada Safeway Ltd.
— **in Alberta:** Horne & Pitfield Foods Ltd.
Canada Safeway Ltd.

UNITED GROCERY WHOLESALERS LTD.
7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300
President: G. Deegan

— There are 11 shareholder members across Canada.
— **in Alberta:** Woodward's
The Grocery People Ltd.
Merco Wholesalers Ltd.
Associated Grocers Ltd.
Federated Co-op Ltd.
— UGWL handles volume purchasing of national brand products and administers a generic program for CanFood Ltd., a private label program for Western Family Ltd.

FEDERATED FOODS LTD.
— There are 17 foodservice distributor members across Canada.
— **in Alberta:** Scott National
— Federated Foods also handles the Sunshine private label program.

ASSOCIATED FOOD DISTRIBUTORS:

— There are 30 foodservice distributor members across Canada.
— **in Alberta:** Bridge Brand Food Services Ltd.
I & S Produce Ltd.
Medicine Hat Wholesale Foods
Simon & Reimann Food Distributors Ltd.

INDEPENDENT TOBACCO WHOLESALE ALLIANCE (ITWAL)

— There are over 160 members in ITWAL.
— **in Alberta:** Wallace & Carey Ltd.
Medicine Hat Wholesale Foods Ltd.
Independent Wholesale Foods Ltd.

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM

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The key to a successful product introduction, into either the retail or foodservice market, lies in careful, deliberate consideration and detailed explanation of the following:

— the product itself — does the new product truly deliver a unique benefit to the marketplace?

— its planned positioning in the marketplace

— the size and growth pattern of the market

— its recommended shelf placement for retail and type of operation (for example: fast food or hospital) for foodservice

— its recommended selling price

— its packaging

— the amount of co-operative advertising and incentive plans including introductory allowances, payment terms and volume allowance programs needed to gain listings

— the type and amount of consumer and trade advertising

— the type and amount of consumer promotion

THE PRODUCT

Manufacturers need to ask for input before they launch a new product. Buyers can provide extremely valuable input during your initial planning stages. After several years of buying and merchandising a product category, a food buyer develops a strong sense for what will and will not work. The buyer can also provide recommendations on retail shelf placement, package dimensions, shipper case packs and potential size and growth pattern of the market.

Competition in the food business is strong, especially in the area of new products. Progressive Grocer reports that only one-third of all new products actually make it through product introductions and only one out of seven is still on the shelf a year later.

COST OF MARKETING

A manufacturer must be prepared to pre-spend. Be prepared to invest in the marketplace and these costs must be budgeted. Go to the buyer and say "regardless of sales, we're prepared to . . ." and outline a sound merchandising program.

Although no hard and fast rules apply to product pricing, the following is a general guideline that has been recommended by fellow processors:

DELIVERED PRODUCT PRICE

\+ 5% co-operative advertising
\+ 2% cash discounts
\+ 6% deals
\+ 5% broker fees
\+ 5% consumer promotions

23%

WHOLESALE PRICE = PRODUCT PRICE + 23%

The suggested retail price will equal the wholesale price plus a retail mark-up of about 18-32 per cent (usually).

The marketing costs as outlined are real costs and must be budgeted.

PRICE LISTS

Separate price lists should be prepared depending on the type of distribution. These lists are often referred to as distribution allowances and should state the minimum shipments necessary to qualify.

1. FOB Wholesale Distributor Warehouse Allowance
2. Corporate and Independent Drop-Ship Allowance — when listings are difficult to obtain, drop shipping provides the following advantages:
   a) allows for direct shipment to the independent stores with invoicing being handled by wholesaler
   b) the wholesaler may guarantee the account
   c) shows the wholesaler that your product does sell thereby justifying a listing through the warehouse.

   When dealing with corporate chain stores, permission must be granted by the majors to distribute to their stores on a direct basis.

   Prices should be higher on drop-shipments than to the wholesaler to help cover the extra distribution costs and to ensure that retailers will be able to buy at prices through their warehouses which are at least competitive with the price they paid for drop-shipments (for example: seven to eight per cent higher).
3. FOB Plant Pick Up — this price must be carefully calculated so that enough of the saving on distribution is passed on to the wholesaler for him to pay the shipping charges from your plant to his warehouse.

CASE SIZES OR PACKS

Case "turns" and the size of the master cartons are extremely important to both you and the buyer. When a buyer checks the results on velocity reports, he often looks only at the number of turns, not at the case size. In other words, it may be advantageous to package 12 units per case as opposed to 20. The buyer perceives increased turns to equate to increased sales volumes.

PRODUCT PACKAGING

First impressions are critically important. Considerable attention and adequate financial commitment must be paid to packaging. PACKAGING IS A BRAND'S INSTANT IMAGE.

CO-OPERATIVE ADVERTISING AND DEAL ALLOWANCES

Generally, a manufacturer accrues two to five per cent of invoice value to be used toward co-operative advertising. However, every product category is different and it is critical for you to determine where your product fits versus the competition. For example, co-operative advertising on cheese may equal 1.5 per cent while on honey, 15 per cent may be accrued. This value is put towards the purchase of newspaper ads in conjunction with the retailer. As a manufacturer, you "purchase" a package promotion at least three to a maximum of six times per year. These ads are usually booked in November for the following year. Be sure to stipulate that the feature price will be set six weeks prior to the date of the promotion. On average, consider a 10 per cent price reduction in the form of an off invoice case allowance timed in conjunction with the co-operative advertising feature. Also, consider the number of buy-ins per promotion, possibly one or two. As this benefit should be passed on to consumers, it most likely will increase sales. In your overall projections, anticipate that 50-65 per cent of total purchases will be bought when the item is dealt. Therefore, deals will cost five to six per cent throughout the year or possibly more.

INCENTIVE PLANS

Perhaps the most effective method by which to outline incentive plans is in the form of a product knowledge binder or folder. It could possibly contain information on the following:

INTRODUCTORY DEAL ALLOWANCE
for example: in the form of a case allowance for a period of 30 days after obtaining a listing and/or on the initial one or two orders

VOLUME INCENTIVE PLAN
The purpose of this plan is to encourage the buyer to purchase a greater percentage of the total product category from you. These allowances are usually paid in June and December.

TRUCKLOAD PRICE (40,000 LB TRUCK)
for example: less 2% off invoice

CASH DISCOUNTS
for example: 2%, 15 net 30
for example: 2%, 10 days net 30
2% charged on overdue accounts

CONSUMER PROMOTIONS

One of the underlying objectives of marketing plans for many new products is to build a consumer franchise for the product or brand. Another is to develop a significant core group of loyal and heavy brand users. To achieve this goal, a large number of consumers have to be encouraged to make that important first purchase and try the product. It is in this area that couponing and sampling are most effective, either used separately but best in combination.

IN-STORE SAMPLING (Retail)

While this kind of activity, being labor intensive, has a high up-front cost, the leverage — the flush through of a lot of product — can do wonders in getting a new product off to a strong start.

Five to 10 or more times normal weekly sales can be generated in one day by in-store sampling, at regular retail price. Therefore, in conjunction with a price feature or a coupon, additional product can be moved.

When a coupon is given, 25 per cent immediate, 40 per cent ultimate redemption can be expected for an in-store effort.

Generally speaking, the closer you get to the point of sale, the greater the impact.

COUPON VALUE (Retail)

The values recommended for introducing a product are usually higher than those needed for product franchise maintenance among existing products.

For new products, values such as 25, 40 and 50 cents are recommended.

One guideline for new product couponing is to double the percentage discount normally allowed for a coupon on an already established product.

Since more than one-half of all coupons give discounts ranging between eight and 15 per cent of the average product shelf purchase price, a reasonable range for product introductions might be between 15 and 30 per cent, particularly if the coupon is not accompanied by a sample.

This guideline should be used with some discretion, however, since for most consumer packaged goods sold in supermarkets, coupon values above 50¢ may not be cost effective.

Other suggestions include:

— use standard values which are multiples of the number five

— do not ask for multiple purchases with an introductory coupon

— for most products, free coupons do not attract a sufficiently high response rate to be cost effective. A small sample and lower value coupon may work better.

N.B. Coupon offers to foodservice operators are becoming increasingly popular.

IN CONCLUSION

This section will assist you to be well prepared for the actual product presentation to the retail or foodservice trade. Be ready for the following types of questions:

— describe your product — how is it superior? What is its competitive edge? Who is the competition? Does it deliver product quality? What is its value; what is the suggested retail price?

— will it be handled by a broker?

— what will be the in-store coverage pattern?

— how are you going to create consumer demand?

— can good distribution be assured?

— how much and what kind of introductory advertising will there be?

— are there promotional funds available? In sufficient quantity?

— where should the product be positioned?

— what are the minimum and maximum shipment quantities?

— did you conduct a test market? What were the results?

— what is the product return policy?

— how profitable will it be for the retailer or foodservice distributor?

BROKERS — HOW TO SELECT AND WORK WITH THEM

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

Appointing a food broker is one of the most important decisions a processor makes. It requires time, thought and detailed field research. The main purpose of the selection process is to find the broker that best fits your needs in each market. Certainly not all products or principals need the same type of service, so brokers of all sizes and degrees of service and sophistication exist. It is most important to match a broker's talents with each principal's requirements on a market-by-market basis.

THE SELECTION PROCESS

"How to Select Food Brokers", published by U.S. National Food Brokers Association, has proven to be a very useful tool for many Alberta food processors. It outlines and discusses the critical steps in the selection process including:

1. analyzing your needs in the market
2. analyzing your products from the broker's viewpoint
3. finding broker candidates
4. evaluating the final candidates
5. making your final decision
6. appointing your food broker

Some questions to consider asking at broker interviews are:

1. Identify the owners. Are there any immediate (next year) management plans or ownership changes expected, including mergers?
2. May I see a list of major principals? May I know which are your five largest retailer and/or foodservice accounts?
3. To whom would you assign our account, and what is his/her background? What accounts does he/she have now? What particular successes has he/she had in the last six months?
4. Please comment on any items in your present product line that would seem to (a) Give you an advantage in handling our line; or (b) Give you an experience base. Are there people in your organization familiar with our product category? If so, what is there experience?
5. What do you consider your best selling and merchandising performance so far in the last 12 months? Explain to the degree you feel appropriate to do so.

Copies of the booklet, "How to Select Food brokers", are available free of charge by contacting either:

NATIONAL FOOD BROKERS ASSOCIATION
1010 Massachusetts Avenue N.W.
WASHINGTON D.C.
U.S.A. 20001

OR

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
7000 - 113 Street
Edmonton, Alberta
T6H 5T6
(403) 427-4241

NORTHERN ALBERTA FOOD BROKERS

*denotes membership in the Northern Alberta Food Brokers Association

* F. Archibald Brokerage Ltd.
14627 - 128 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 452-8435
Branch Manager: Joe Yanick

* Barry Brokerage Ltd.
15102 - 128 Avenue
EDMONTON, Alberta
T5V 1A5
(403) 447-1163
President: Vern Neilsen

* Bradley-Rudolph Brokerage Ltd.
10422 - 123 Street
EDMONTON, Alberta
T5N 1N7
(403) 488-8133
Branch Managers: Gordon Landro
George Rudolph

* Cascade Food Brokers
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 455-1545

Chaparral Food Brokerage Ltd.
15619 - 112 Avenue
EDMONTON, Alberta
T5M 2V8
(403) 451-4575
Acct. Rep: Mike Salmon

* Corbitt McCormick Sales Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 455-9315
Vice President: Robert Corbitt

* Garrod Food Brokers Ltd.
16524 - 111 Avenue
EDMONTON, Alberta
T5M 3Y8
(403) 486-4433
Branch Manager: Larry Hamilton

* Hymas Imports & Brokerage
16323 - 130 Avenue
EDMONTON, Alberta
T5B 1K5
(403) 447-1828
Branch Manager: Jim Horrigan

International Pacific Sales Ltd.
11708 - 167 Street
EDMONTON, Alberta
T5M 3Z2
(403) 454-0748
Sales Manager: Andy Cheslock

* Klondike Food Broker Ltd.
#213, 10301 - 109 Street
EDMONTON, Alberta
T5J 1N4
(403) 423-5328
President: Jack Trach

Koffman Foods
14735 - 124 Avenue
EDMONTON, Alberta
T5C 3B2
(403) 454-6830
Sales Manager: Ernie Quano

* Koskey Food Brokers Ltd.
14648 - 134 Avenue
EDMONTON, Alberta
T5L 4T4
(403) 451-3060
Branch Manager: Harold Wang

* Lynn Brokerage Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 454-5298
President: Bill Lynn

* MacKelvie Brokerage Ltd.
9914 - 45 Avenue
EDMONTON, Alberta
T6E 5J1
(403) 434-8724
President: Jim MacKelvie

* Marketwise Sales (Alberta) Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 454-3963

McKay & Associates Ltd.
8247 - 7 Street S.W.
CALGARY, Alberta
T2V 1G5
(403) 253-7979
President: Don McKay

McDonald Food Brokerage Inc.
1403 - 128 Avenue
EDMONTON, Alberta
T5L 3H3
(403) 452-8030
President: Scott McDonald

* Mid Can Food Brokers Ltd.
15102 - 128 Avenue
EDMONTON, Alberta
T5V 1A5
(403) 447-1241
Branch Manager: Wayne Modin

* MRB Sales (Edmonton) Ltd.
12114A - 163 Street
EDMONTON, Alberta
T5J 2P4
(403) 453-6602
Branch Manager: Wayne Moore

Mustang Food Brokerage Ltd.
15695 - 116 Avenue
EDMONTON, Alberta
T5M 3N1
(403) 451-6228
Branch Manager: Gyll Ziegler

Northdale Enterprises Ltd.
16603 - 116 Avenue
EDMONTON, Alberta
T4M 3V1
(403) 451-0362
Branch Manager: George Wilson

* Perco Sales and Associates
4818 - 89 Street
EDMONTON, Alberta
T6E 5K1
(403) 468-6969
Branch Manager: Gary Spitzig

* K. J. Preiswerck
P.O. Box 2026
14735 - 124 Avenue
EDMONTON, Alberta
T5J 2P4
(403) 452-7757
Branch Manager: Henry Matoga

* Ramsey Brokerage Ltd.
P.O. Box 2026
11708 - 167 Street
EDMONTON, Alberta
T5J 2P4
(403) 452-3010
President: John Ramsey

* Seven Cities Food Brokerage Ltd.
15921 - 121A Avenue
EDMONTON, Alberta
T5V 1B1
(403) 451-7770
Branch Manager: Wayne Olesen

* Shirra Sales Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 455-8511
Branch Manager: Debra Bisson

Source Distribution Services
7248 Range Drive N.W.
CALGARY, Alberta
T3G 1P7
(403) 239-1322
Proprietor: John Fisher

Stuart House Canada Ltd.
3512 - 111B Street
EDMONTON, Alberta
T6J 1G8
(403) 435-1001
Sales Manager: Frances Robillard

* Tees & Persse Ltd.
11708 - 167 Street
EDMONTON, Alberta
T5J 2P4
(403) 452-3355
Regional Manager: Doug Lawrence

Westar Food Brokerage Ltd.
14627-128 Avenue
EDMONTON, Alberta
T5L 3H3
(403) 454-5654
Vice President: Dorothy McDonald

* Westrade Sales (Alberta Inc.)
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 451-4212
Branch Manager: Rick Taylor

* West-Van (Edmonton) Brokerage Ltd.
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 455-8670
Branch Manager: Lloyd Westra

SOUTHERN ALBERTA FOOD BROKERS

* denotes membership in the Southern Alberta Food Brokers Association

* Barry Brokerage Ltd.
15, 6115 - 4 Street S.E.
CALGARY, Alberta
T2H 2H9
(403) 253-1010
Branch Manager: Glen Potter

* Bradley-Rudolph Brokerage Ltd.
415 Manitou Road S.E.
CALGARY, Alberta
T2H 2J1
(403) 243-4939
Salesman: Cecil Petkau

* Cascade Food Brokers Ltd.
P.O. Box 5902, Station A
5112 - 3 Street S.E.
CALGARY, Alberta
T2H 1Y4
(403) 255-0123
General Manager: David Sawatzky

* C.B. Powell Ltd.
415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 243-3380
Sales Manager: D. Raymond

Chaloner Sales & Marketing
415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 243-2151
Branch Managers: Barry Chaloner
Kevin Chaloner

* Chaparral Food Brokerage Ltd.
#19, 4041 - 74 Avenue S.E.
CALGARY, Alberta
T2C 2H9
(403) 236-2727
General Manager: Bill Harvie

Culinary Food Brokerage O & S Ltd.
P.O. Box 5785, Station A
204, 6036 - 3 Street S.W.
CALGARY, Alberta
T2H 1Y3
(403) 253-1062
President: Otto Schwab

* F. Archibald Brokerage Ltd.
219, 415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 287-3159
General Manager: Art Jackson

* Garrod Food Brokers Ltd.
230B, 3700 - 78 Avenue S.E.
CALGARY, Alberta
T2C 2L8
(403) 236-2155
President: R.C. Foord

Glazer International Inc.
615 - 71 Avenue S.E.
CALGARY, Alberta
T2H 0S7
(403) 253-6880
President: Grant LaRocque

* Hymas Imports & Brokerage
#1, 4429 - 6 Street N.E.
CALGARY, Alberta
T2E 3T6
(403) 276-7260
President: Fred Van Walleghem

International Pacific Sales Ltd.
3839 Ogden Road S.E.
CALGARY, Alberta
T2G 4N7
(403) 267-5815
Sales Representative: Gary Thiesson

* K. J. Preiswerk
202, 415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 287-3431

* Koskey Food Brokers Ltd.
1155G - 44 Avenue S.E.
CALGARY, Alberta
T2H 2H5
(403) 243-3075
President: Harold Koskey

* Lynn Brokerage Ltd.
#206, 2723 - 37 Avenue N.E.
CALGARY, Alberta
T1Y 5R8
(403) 250-1088
Branch Manager: Fred Rescanski

* MacKelvie Brokerage Ltd.
415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 243-2535
Sales Representative: Brian Guppy

* Marketwise Sales (Alberta) Ltd.
3839 Ogden Road S.E.
CALGARY, Alberta
T2G 4N7
(403) 262-4050
Branch Manager: Doug Montminy

McKay and Associates Ltd.
8247 - 7 Street S.W.
CALGARY, Alberta
T2V 1G5
(403) 253-7979
President: Don McKay

* MRB Sales (Calgary) Ltd.
1155F - 44 Avenue S.E.
CALGARY, Alberta
T2H 1X1
(403) 287-1505
President: Don Willcox

Mustang Food Brokers
#204, 415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 243-2960
President: Lynn Ward

* National Importers Ltd.
1700 Varsity Estates Drive N.W.
CALGARY, Alberta
(403) 288-9290
Sales Manager, Prairies: Earl Hamilton

Northdale Enterprises Ltd.
3839 Ogden Road S.E.
CALGARY, Alberta
T2G 2L6
(403) 236-0190
Branch Manager: Doug Gould

* Perco Sales & Associates
28, 2015 - 32 Avenue N.E.
CALGARY, Alberta
T2E 6Z3
(403) 250-7383
Branch Manager: L. R. Vidler

RBR Food Brokers Ltd.
808 Woodpark Way S.W.
CALGARY, Alberta
T2W 2V8
(403) 251-0755
Manager: Ronald Carrick

* Ramsey Brokerage Ltd.
4441 - 76 Avenue S.E.
CALGARY, Alberta
T2C 2G8
(403) 279-1919
Branch Manager: G. R. Edwards

* Seven Cities Sales Associates
(Calgary) Ltd.
C4, 416 Meridian Road S.E.
CALGARY, Alberta
T2A 1X2
(403) 248-3633

* Shirra Sales Ltd.
3815 - 16 Street S.E.
CALGARY, Alberta
T2G 3W5
(403) 290-1838
Manager: Carol Marmont

Source Distribution Services
7248 Range Drive N.W.
CALGARY, Alberta
T3G 1P7
(403) 239-1322
Proprietor: John Fisher

* Stampede City Food Brokers
#3, 6923 Farrell Road S.E.
CALGARY, Alberta
T2H 0T3
(403) 253-0963
Manager: Doug MacLean

* Tees & Persse Ltd.
#136, 1935 - 32 Avenue N.E.
CALGARY, Alberta
T2E 7C8
(403) 250-7252
Branch Manager: E. R. Schlamp

* Watts Stevens Brokerage Ltd.
#11, 6325 - 11 Street S.E.
CALGARY, Alberta
T2H 2L6
(403) 255-6776
President: Gordon Stevens

Westar Food Brokerage Ltd.
3839 Ogden Road S.E.
CALGARY, Alberta
T2G 4N7
(403) 264-8114
President: Jim Forgo

* Westrade Sales (Alberta Inc.)
4441 - 76 Avenue S.E.
CALGARY, Alberta
T6B 0A3
(403) 279-0934
Manager: Jim McWilliams

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

Trade shows and exhibitions have become a major marketing medium in Canada today. But, in order to utilize the special characteristics of the trade show exhibit to their maximum, participation must be considered an essential part of the total marketing plan.

DEFINE OBJECTIVES:

It is important to define exactly what you want an exhibit to accomplish and then base all further decisions on those objectives. When you set an objective, be sure it is both meaningful and measurable. Following are 12 possible clearly defined objectives:

1. To make sales.
2. To create a positive image of your company.
3. To create interest in your products.
4. To introduce new products or services.
5. To compile an accurate list of qualified prospective buyers.
6. To test the competitiveness of your company.
7. To test new product ideas or their further development.
8. To maintain existing contacts; to create new contacts.
9. To update yourself on competitive claims and new developments in the industry.
10. To offer customers an opportunity to ask questions and get answers.
11. To recruit personnel or attract new distributors.
12. To demonstrate interest in and support of the sponsoring association or industry.

Sales are probably the most often stated objective. The trade show has some unique attributes which can bring a prospective buyer from mild interest to the decisive act of placing an order.

1. The audience is pre-selected, voluntary and has expended time and money to come to the show. It is unlikely that prospects ever have a more open attitude towards new products and new contacts than at a trade show.
2. The salesman is at home in his booth with all support material around him, rather than being in unfamiliar territory in the prospect's office. There is no delay between questions and answers, as all information and easily accessible demonstrations are available at the booth.
3. The prospect at the trade show usually has purchasing authority and can make buying decisions right on the spot or at a subsequent sales call.

BUDGET BY OBJECTIVE:

Your budget must cover a wide range of costs. An accurate figure can only be arrived at after carefully assigning a dollar figure to each activity necessary to reach your objectives. While there is no hard or fast rule, plan on budgeting between $5 - $6 for each dollar you spend on space costs.

10 MOST IMPORTANT DO'S AND DONT'S FOR A PROFITABLE TRADE SHOW

DO'S	DONT'S
1. PLAN AHEAD	1. UNDERESTIMATE YOUR VISITORS
2. KNOW YOUR PRODUCTS	2. LEAVE QUESTIONS UNANSWERED
3. RELATE TO PROSPECT'S NEEDS	3. WEAR YOURSELF OUT AT NIGHT
4. KNOW YOUR COMPETITION	4. BE OVERLY AGGRESSIVE
5. DEMONSTRATE PRODUCTS	5. IGNORE VISITORS/FACE REAR
6. BE READY TO TALK	6. OVERPROMISE
7. BE ENTHUSIASTIC, CONFIDENT AND SMILE	7. VISIT WITH COHORTS OR WANDER AWAY
8. KEEP YOUR BOOTH CLEAN, NEAT AND ATTRACTIVE	8. SMOKE OR DRINK OR EAT OR READ OR SIT
9. KNOW YOUR WAY AROUND BOOTH AND SHOW	9. SAY "CAN I HELP YOU?"
10. PLAN FOR ACTIVE FOLLOW-UP	10. COUNT ON MEMORY ALONE

ALBERTA'S TRADE SHOWS

FOODSERVICE TRADE SHOWS

1. ARFEX — Sponsored by the Alberta Restaurant & Foodservices Association
   CALGARY — SEPTEMBER 22, 23, 1987
   EDMONTON — SEPTEMBER 21, 22, 1988
   * is held annually alternating between Edmonton and Calgary
   * contact: Sherri Verdec 245-0677

2. BRIDGE BRAND'S "WHITE HATTER SHOW", CALGARY — MAY, 1987
   * is held every second year in May.
   * participation is by invitation
   * contact: Fred Tamagi Jr. or Donna Hannah 235-8555

3. SCOTT NATIONAL'S "FOOD-A-RAMA"
   LETHBRIDGE — SPRING 1988
   CALGARY — SPRING 1988
   EDMONTON — SPRING 1988
   * held every second year, with smaller regional shows planned in alternate year.
   * participation is by invitation
   * contact: Bob Coxford 258-0458

4. THE GROCERY PEOPLE'S "FASHIONS IN FOOD" — 2nd or 3rd WEEK APRIL, 1987
   * is held annually
   * participation is by invitation
   * contact: Gabe Keller 451-3971

5. SUNSPUN FOODSERVICES
   EDMONTON — OCTOBER 21, 1987
   NB: no plans to date for a Calgary show.
   * to be held annually
   * participation is by invitation
   contact: Edmonton — Lorne Anheliger 454-1561
   Sherry Jones 279-2515

RETAIL TRADE SHOWS

1. ALBERTA GROCERS' "25th ANNUAL CONVENTION", EDMONTON — FIRST WEEK IN OCTOBER 1987
   * is held annually
   * participation is by invitation
   * contact: Jim Crawford 453-2361

2. ASSOCIATED GROCERS' "CARNIVAL OF VALUES", CALGARY
   * is both a retail and foodservice show
   * February, 1987
   * participation is by invitation
   * contact: Bill Hall 236-6300
   Lucille Graffer 253-5753

3. HORNE & PITFIELD'S "FOOD FAIR", EDMONTON — APRIL 6, 1987, APRIL 1988
   * is held annually in April
   * participation is by invitation
   * contact: Dale Melenberg 447-1440

4. WESTERN GROCERS' "SALES FAIR"
   EDMONTON — MARCH 16, 17, 1986
   CALGARY — MARCH 11, 1986
   * is held annually in both Edmonton and Calgary in March
   * participation is by invitation
   * contact: Edmonton — Pat Bryan 454-1561
   Calgary — John Bevan 279-2515

N.L.C. - B.N.C.
3 3286 07630831 7